

**Cross Business Producers, a strategic planning and execution support service specializing in future forecasting for businesses, has started offering its services in partnership with Institute for the Future (IFTF), the world's leading research and education non-profit organization specializing in future studies.**

Cross Business Producers Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo, President and CEO Kotoba Miki) has signed an official partnership agreement with IFTF, headquartered in Palo Alto, California, USA, on April 13, 2023 (local time), as its sole partnership agent in Japan.

### **Strategic Planning and Execution Support Service Specializing in Future Forecasting**

Cross Business Producers has developed an innovative business support scheme closely collaborating with IFTF, targeting decision-makers and new business development departments in Japanese companies.

This scheme is not designed for short-term business activities for the next two to three years ahead but for the long term. As the long-term future and changing business demand with it is not easily visible in day-to-day operations, we use future forecast methods with client companies to develop those businesses collaboratively.

To envision the future in looking out over a 10-year horizon, our official partner, IFTF, leverages its accumulated future forecasting data and methodologies spanning over five decades. CROSS Business Producers supports strategic planning and execution, aiming to create world-changing businesses from Japan.

### **Other Services Provided with IFTF**

In addition, we will provide the following services:

#### **IFTF Vantage:**

A partnership program provided by the IFTF. It offers online access to future forecasting insights and reports from IFTF's researchers. It also provides access to the annual Ten-Year Forecast Summit and networking opportunities with other members.

#### **Training:**

Online and offline training programs for companies and academia interested in futures forecasting and building foresight capacity. We also provide private environments tailored to cater to the needs of companies.

#### **Keynote Speeches:**

IFTF's industry experts will deliver keynote speeches to companies.

Example: [“How to Think Like a Futurist”, Marina Gorbis, Executive Director at IFTF](#)

### **Contact Information**

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### **Overview of IFTF (Institute for The Future)**

IFTF is a not-for-profit research institution founded in 1968 and highly regarded worldwide. It services various organizations, including corporations, NGOs/non-profits, and governmental bodies (international organizations, regional administrations). Particularly in the construction of future forecasts for corporations, where there are few specialized institutions worldwide, IFTF is considered a leading authority. It has professionals from various fields, such as economics, social sciences, technology, healthcare, culture, and the arts. IFTF constructs future visions for multinational corporations, NGOs, and governmental organizations, determining their organizations' direction. They offer services such as presenting forecasting methodologies and scenario planning. Many Fortune 100 listed companies representing the United States are clients of IFTF, spanning diverse areas such as telecommunications, healthcare, education, and biotechnology. IFTF is a non-profit organization (501(c)(3)) located in California, USA.

Organization Name: Institute for The Future (IFTF)

Headquarters Address: 201 Hamilton Avenue, Palo Alto, CA 94301, USA

URL: <https://www.iftf.org/>



CROSS  
Business Producers



IFTF  
Institute for the Future

### **Overview of CROSS Business Producers**

CROSS Business Producers is a professional business development agency whose mission is to “capture changes in the world and deliver value to society through business development.” Since its establishment in 2011, CROSS Business Producers has been contributing to the launch of new businesses by making recommendations on corporate strategies and conducting field surveys, etc., based on a forward-looking approach in collaboration with IFTF. Since 2012, we have been conducting an ongoing program called "Vision 2050," a future forecasting program to predict what the year 2050 will look like in a sustainable manner.

Company name: CROSS Business Producers, Inc.

President: Miki Kotoba

Establishment: October, 2011

Head office: Shin-Tokyo Building 4F, 3-3-1 Marunouchi, Chiyoda-ku, Tokyo 100- 0005, Japan

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### **Keywords related to this press release**

Future forecasting, IFTF, Institute for the Future, official partner, business development, healthcare, population, space, environment, technology, politics, economy, finance, international, transportation, mobility, resources, society, information, communication.